



USTDA/EX-IM BANK Business Opportunity Panel



September 15, 2008

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USTDA and decision/analysis partners...

- Background on decision/analysis partners
- Growth of our USTDA business
- Leveraging USTDA work domestically and overseas
- Tips to win and grow USTDA business



Background on decision/analysis partners LLC

- An independent management consulting and professional services company focusing on four service areas:
 - ◆ Logistics and supply chain management
 - ◆ Information and communications technologies
 - ◆ Postal service industry
 - ◆ Technical events
- Founded 1999
 - ◆ Sole proprietorship
 - ◆ Transportation & logistics background
- Twelve full time employees

CLIENTS

- U.S. Coast Guard
- General Services Administration
- U.S. Trade & Development Agency
- Department of State
- U.S. Postal Service
- World Bank
- Foreign Ports & Governments



What our management consultants do...

Assist organizations in achieving and sustaining peak business performance

insight >

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transformation

- ◆ Identify root causes of business problems
- ◆ Solve most complex business problems
- ◆ Develop tailored management solutions
 - ◆ Assist in their implementation and deployment
 - ◆ Facilitate and manage change

- Our team:
 - ◆ Professional engineers
 - ◆ Senior consultants
 - ◆ Economist
- Geographical Coverage: Worldwide



What our event management division does...

Organizes technical events tailored to the needs of our clients, worldwide

> *conferences*

◆ Integrate technical & logistical requirements

> *training & workshops*

◆ Market events

> *orientation visits*

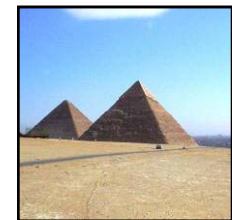
◆ Support foreign delegations & delegates

- Our team:
 - ◆ Event & travel professionals
 - ◆ Technical experts
- Geographical Coverage: Worldwide

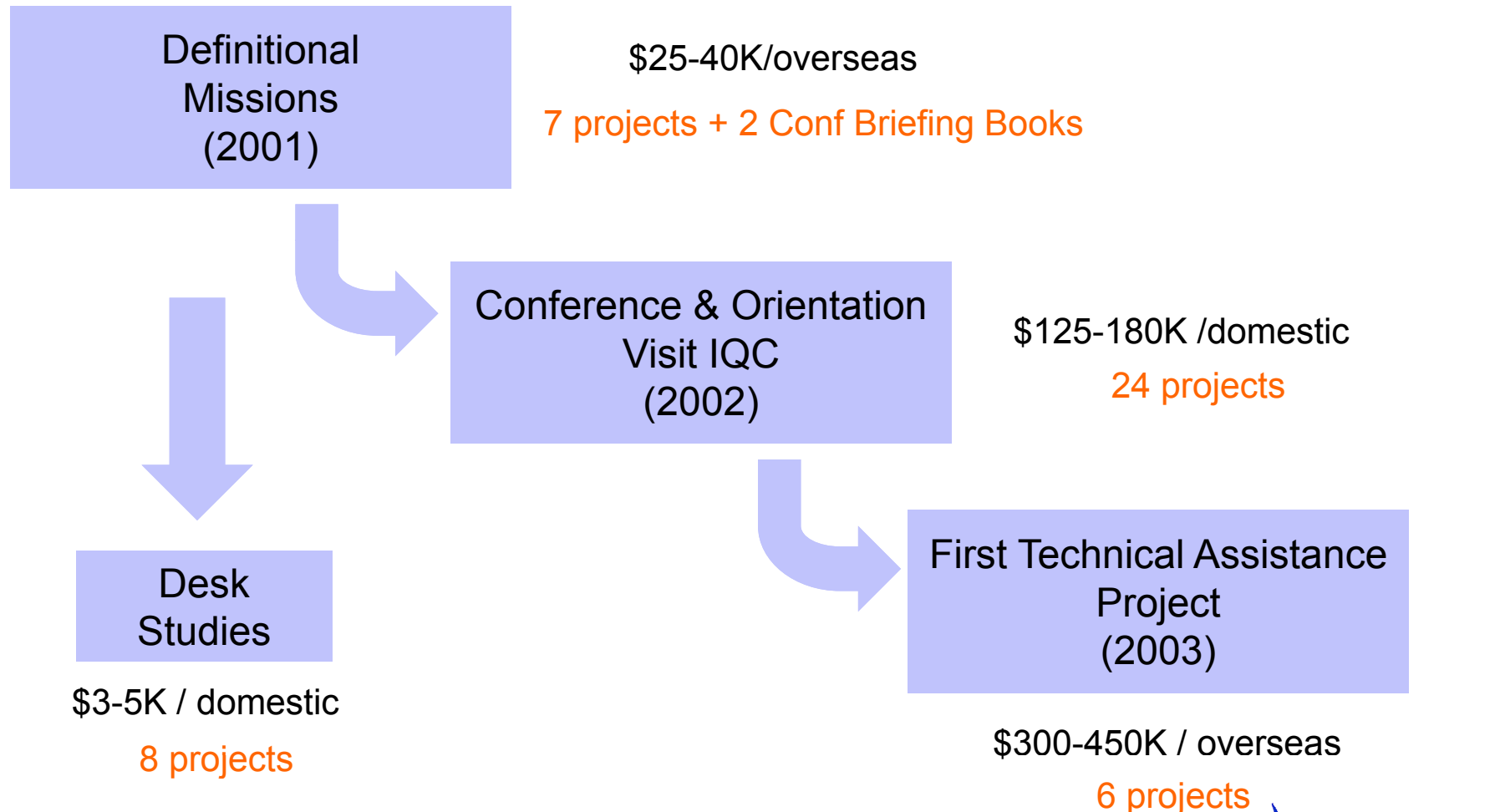


Growth of our USTDA business

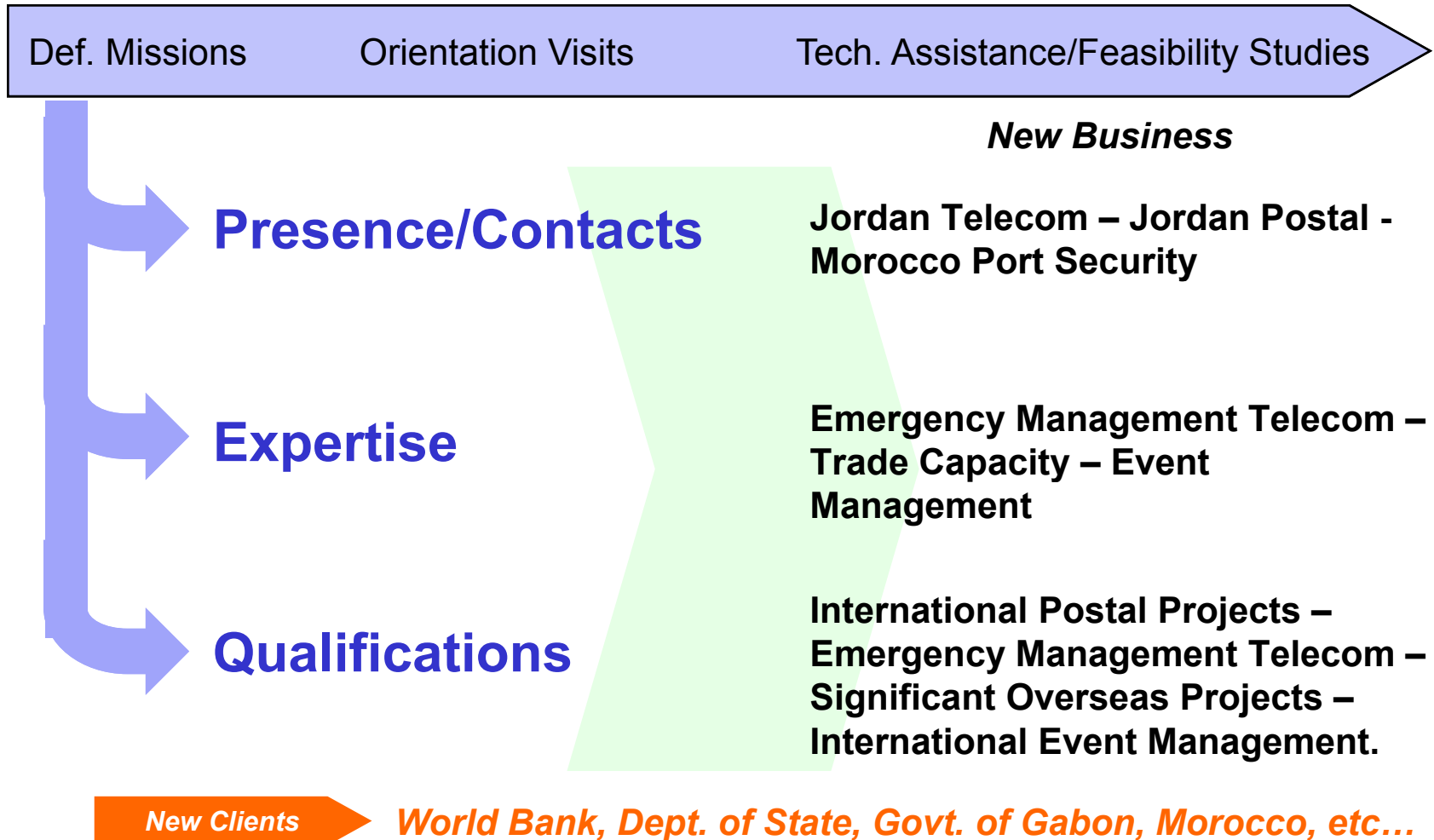
- Spring of 2000: Identified USTDA as target
 - ◆ Definitional Missions (DMs) : Small projects - Lots of them
- Summer of 2000: Started to develop proposals for DMs (\$25K)
 - ◆ Bid on areas with specific knowledge: Rail – Transportation – Port – French.
 - ◆ Three or four unsuccessful proposals - Request for feedback
- Early 2001: Finally a win!



Growth of our USTDA business



USTDA business has led to non-USTDA business



Tips to win and grow USTDA business

- USTDA managers are sophisticated buyers (DM-IQC Projects)
 - ◆ They are demanding in terms of the technical approach
 - ◆ They scrutinize every part of the proposal
 - ◆ Request feedback when you can
 - ◆ The reason you lost is because your proposal was not good enough
- Foreign Grantees decide on their own (Feasibility Studies/Technical Assistance)
 - ◆ No USTDA involvement in the decision making process
 - ◆ Competition varies from 3 to 12 bidders
- Keep writing proposals
 - ◆ You are unlikely to win the first time around
 - ◆ Key is to understand how the proposal could be improved...

Thank You

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